


UNIVERSITI TEKNOLOGI MARA

**A STUDY OF
CARTOON CHARACTER FOR FOOD**

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FACULTY OF ART AND DESIGN

JANUARY 2019

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I declare that the work in this thesis was carried out in accordance with regulations of University Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledgement as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I hereby acknowledge that I have been supplied with the Academic Rules and Regulations for undergraduate, University Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Food character is one of the best promising strategies to increase children's preference, choice, and intake of healthy food compared to not using characters for branding. The qualitative case studies focused on food character in animation and story book for children book. Essentially, the role of food cartoon characters in influencing children's food choices because the effect is very clear when sweet or salty snacks labelled by a character preferably compete with a better choice labelled by a character or an unknown character. The studies explore how food cartoon character as alternative to persuade children by choosing food they do not like. In this assignment, study about food character for children. The study utilized observations the ideal food features are used as a cartoon character to attract children to eat healthy food, advantages and disadvantages food character as a medium to attract children. Data was gathered from many sources: observations of studies while work in class, several books and article from internet.

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